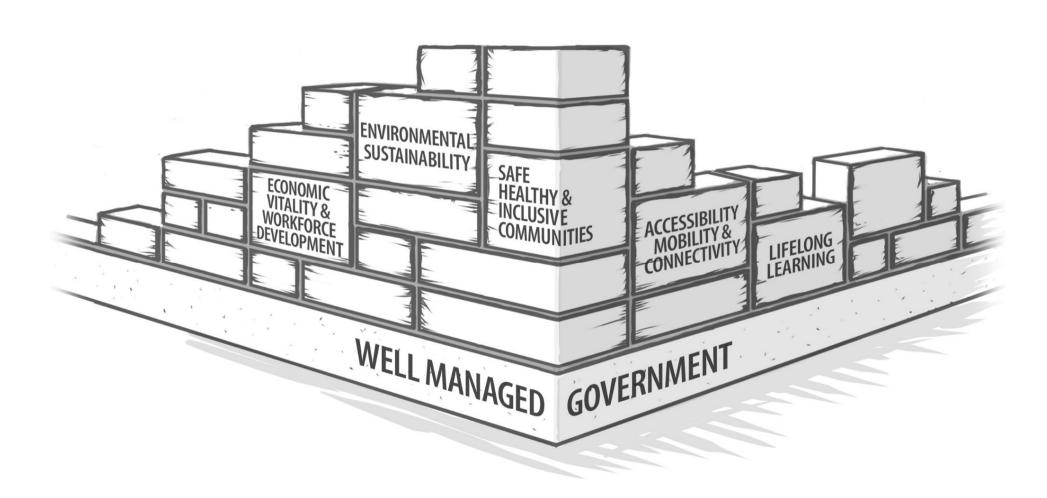


CITY OF NORFOLK

Division of Parking

City Council Informal Session March 18, 2014





Parking System

- One of the largest municipally-owned and managed parking systems in the country
- Previously projected to have a deficit of almost \$5.0 million
- Comprehensive review resulted in a restructuring:
 - ✓ Implemented multi-year rates adjustments with automatic threeyear escalation for inflation and annual review
 - ✓ Implemented financial policies to govern debt coverage, reserves, working cash
 - Refunded all existing Parking Revenue Bonds to General Obligation Bonds to generate debt service savings
 - Converted to an automated system in the garages
- Parking Facilities Fund is self-supporting

Parking Initiatives

- Engagement
- Embrace Technology
- Data Driven

- System Enhancements
- Rebranding

Engagement

- Development / Project Involvement
 - ✓ Part of the Planning Process
 - √ Smart Solutions
 - ✓ Optimum Utilization
- Merchant / Business Relationships
 - √ Validation Programs
 - ✓ Promotions
- Customers
 - ✓ Education
 - √ Convenience
- Pilot Programs
 - ✓ Top Deck
 - √ Stay and Play (Extend Hours of Daytime Permits)
 - ✓ Explore free 2 hour on-street parking in specific areas of downtown

Embrace Technology

- Garage Automation
 - √ Greater Efficiencies
- Pay-By-Phone
 - √ Customer Convenience
 - ✓ Merchant Engagement
- Smart Meters
 - ✓ More Payment Options
 - ✓ Reporting Capabilities
- Wayfinding
 - ✓ No Hunting
 - ✓ Reduces Congestion
 - ✓ Environmentally Friendly



Data Driven

- Proactive Planning
- Informed Decisions
- Flexibility
- Better Strategic / Long Range Planning
- Increase Financial Solvency
- Implement Best Practices

System Enhancements

- Robust Opportunities Through Downtown Redevelopment
- Condition Assessments
 - ✓ Multi-Year Capital Improvement Plan
- Systems Improvements
 - ✓ Maintenance Standards
 - ✓ Upgrade Lighting = Significant Cost/Energy Savings
 - ✓ Close Coordination with Police for Roving Patrol of Parking Network

Rebranding

- Must Listen to the Community
- Must Work with the Community
- Educate: It's more than meets the eye
- Enhancements Based off of Community Input and Dialogue